

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY BOGOTA

AMCONSUL MEDELLIN

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E.O. 11652: N/A

TAGS: BEXP, CO

SUBJECT: WASHINGTON COMMERCIAL ACTION GROUP (WCAG)

REVIEW OF FY 1975 CCP FOR COLOMBIA

REFERENCE: BOGOTA A-85

SUMMARY: EMBASSY IS COMMENDED FOR EXCELLENT CCP IN FY 75. HIGHLIGHTS, FROM WCAG VIEWPOINT, INCLUDE BOGOTA FAIR, MARKET RESEARCH, FOREIGN BUYERS GROUPS, AND GOOD CAMPAIGN PROGRESS THROUGHOUT. END SUMMARY.

1. WCAG MET AUGUST 15 TO REVIEW FY 75 CCP. CONSENSUS WAS THAT ALL IMPORTANT OBJECTIVES OF THE CCP WERE ACHIEVED, EVEN GIVEN FUNDING AND PERSONNEL CONSTRAINTS. SPECIFIC COMMENTS FOLLOW.

2. HOSPITAL AND HEALTH CARE EQUIPMENT: THIS CATEGORY CONTINUES TO BE A WORLDWIDE TARGET INDUSTRY. THOUGH A TRADE UNCLASSIFIED

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MISSION WAS NOT ORGANIZED IN FY 75, WE ARE STILL INTERESTED

IN UPDATED MARKET INFORMATION IN THIS FIELD. WE NOTE THAT FY 76 CCP MARKET RESEARCH SCHEDULE INCLUDES A DESK STUDY ON HEALTH CARE INDUSTRIES. IF SUCH A STUDY CANNOT BE CARRIED OUT (SEE PARA 9 BELOW) A BRIEF AIRGRAM WOULD BE SUFFICIENT.

3. BOGOTA FAIR: WCAG IS PLEASED WITH RESULTS OF THE 1974 FAIR. EMBASSY'S PROPOSAL FOR STATE/COMMERCE FINANCIAL

SUPPORT FOR THE 1976 FAIR IS UNDER REVIEW.

4. POST MARKET RESEARCH SUBMISSIONS HAVE BEEN HIGH-QUALITY AND NUMEROUS AND COMMERCIAL SERVICES SEMINARS APPEAR TO BE EXCELLENT TRADE PROMOTION TECHNIQUE. IS THE SERIES TO BE CONTINUED IN FY 76? POST EFFORTS IN ORGANIZING FOREIGN BUYERS GROUP VISITS TO THE U.S. HAVE HAD EXCELLENT PAYOFF. WCAG PLEASED THAT EMPHASIS CONTINUED IN FY 76 CCP.

5. MEDELLIN PROGRAM: WCAG NOTES ACTIVE MEDELLIN COMMERCIAL PROGRAM. COULD WE HAVE WRAP-UP REPORT ON THE JUNE CATALOG/SAMPLE DISPLAY EXHIBITION COVERING PARTS AND ACCESSORIES FOR THE TEXTILE INDUSTRY. REPORT SHOULD COVER ATTENDANCE, SALES ESTIMATES IF POSSIBLE, AND AN INDICATION AS TO WHETHER ANY NEW AGENTS WERE APPOINTED. ARE OTHER PRODUCT LITERATURE DISPLAYS PLANNED FOR FY 76?

6. MAJOR PROJECTS: EMBASSY REPORTING WAS SATISFACTORY. THERE APPEARED TO BE LITTLE ACTIVITY IN THE INDUSTRIAL SECTOR WHICH WOULD LEND ITSELF TO MAJOR PROJECT TREATMENT. HOWEVER, WE WILL BE CLOSELY WATCHING DEVELOPMENTS IN FY 76, AS GOVERNMENT INVESTMENT PLANS ACCELERATE, PARTICULARLY WITH REGARD TO PETROCHEMICAL AND OTHER INDUSTRIAL PROJECTS, WHICH COULD EMERGE FROM ANDEAN GROUP AGREEMENTS. WE LOOK FORWARD TO RECEIVING EMBASSY REPORTING, INCLUDING ANY INFORMATION WHICH CAN BE DEVELOPED IN PRE-PLANNING/CONCEPTUAL STAGE BEFORE OFFICIAL ANNOUNCEMENT OF PROJECTS.

7. OTHER ACTIVITIES: WE APPRECIATE THE EMBASSY'S EFFORTS IN PREPARING THE SPANISH LANGUAGE BROCHURE DESCRIBING UNCLASSIFIED

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COMMERCIAL SERVICES AVAILABLE THROUGH THE EMBASSY AND CONSULATES. THE BROCHURE HAS BEEN DISTRIBUTED TO POSTS IN THE OTHER ANDEAN PACT COUNTRIES FOR POSSIBLE EMULATION. THE EMBASSY'S LENGTHY CONTRIBUTION TO FORTHCOMING OBR, MARKETING IN COLOMBIA, IS ALSO APPRECIATED.

8 PROJECTS POSTPONED: WE LOOK FORWARD TO RECEIVING THE LIST OF COLOMBIAN TRADE PUBLICATIONS AND THE REPORT ON RE-

QUIREMENTS FOR BIDDING ON INTERNATIONAL TENDERS IN THE
FIRST PART OF FY 76.

9. PERSONNEL: IN VIEW OF PENDING PERSONNEL REDUCTIONS, W
WCAG ASSUMES SOME FY 76 CCP ACTIONS WILL HAVE TO BE ELIM-
INATED. IF MARKET RESEARCH SCHEDULE REVISED, PLEASE
INFORM US IN NEXT QUARTERLY REPORT. ROBINSON

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